

LN
0300

PATENT
SONY 3.0-030

(4)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

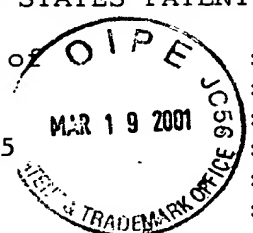
In re Patent Application of :
Paul H. Feinberg :

Application No. 09/785,095 :

Filed: February 16, 2001 :

For: SYSTEM AND METHOD FOR PROVIDING :
CUSTOMIZED ADVERTISEMENTS OVER :
A NETWORK :

Commissioner for Patents
Washington, D.C. 20231



#4
Group Art Unit:

Examiner:

Date: March 15, 2001

INFORMATION DISCLOSURE STATEMENT

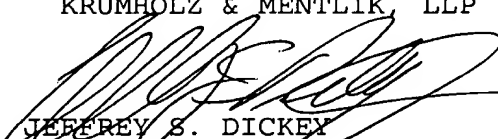
Sir:

It is respectfully requested that the references listed on the enclosed Form PTO-1449 be made of record and considered with respect to the above-referenced U.S. patent application. A copy of each reference is enclosed. Submission of the present Information Disclosure Statement should not be taken as an admission that the cited references are legally available prior art or that the same are pertinent or material.

In the event that any fee is due in connection with the present Information Disclosure Statement, the Commissioner is hereby authorized to charge the same to our Deposit Account No. 12-1095.

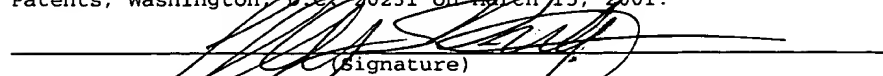
Respectfully submitted,

LERNER, DAVID, LITTENBERG,
KRUMHOLZ & MENTLIK, LLP


JEFFREY S. DICKEY
Reg. No. 35,858

600 South Avenue West
Westfield, New Jersey 07090
Telephone: (908) 654-5000
Facsimile: (908) 654-7866
IDS

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as First Class mail in an envelope addressed to Commissioner for Patents, Washington, D.C. 20231 on March 15, 2001.


(Signature)
JEFFREY S. DICKEY
Typed or Printed Name of Person Signing Certificate